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## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings of claims in the application:

### **Listing of Claims**

Claim 1. (currently amended) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

- (a) transferring multiple records of individuals from an existing database to the web-based database automatically and without express registration action in the web-based database;
- (b) populating a web-based database with the multiple records of the individuals from the existing database without express registration action in the web-based database;
- (c) creating access accounts for the multiple individuals without express registration action in the web-based database by the individuals;
- (d) transmitting at least one access account to at least one of the multiple individuals; and
- (e) enabling remote maintenance of the individual records by the individuals by use of the access account.

Claim 2. (previously presented) The method of claim 1, wherein the records are received by transfer across an electronic link.

Claim 3. (previously presented) The method of claim 2, wherein the electronic link is electronic mail.

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- Claim 4. (previously presented) The method of claim 2, wherein the electronic link is selected from satellite systems, cable systems, direct modem connections, network connections, VPN connections, or Intranet connections.
- Claim 5. (previously presented) The method of claim 1, wherein the populating of the web-based database with the individual records further comprises automatically mapping the records.
- Claim 6. (previously presented) The method of claim 1, wherein the populating of the web-based database with the individual records further comprises manually mapping the records.
- Claim 7. (previously presented) The method of claim 1, wherein the access accounts are generated automatically.
- Claim 8. (currently amended) The method of claim 1, wherein the ~~temporary~~ access accounts are transmitted to the individuals by fax.
- Claim 9. (currently amended) The method of claim 1, wherein the ~~temporary~~ access accounts are transmitted to the individuals by email.
- Claim 10. (currently amended) The method of claim 1, wherein the ~~temporary~~ access accounts are transmitted to the individuals by a media selected from voice mail, physical address, or pager.
- Claim 11. (previously presented) The method of claim 1, wherein the remote maintenance occurs across the Internet.
- Claim 12. (previously presented) The method of claim 1, wherein the remote

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maintenance comprises altering the individual records.

Claims 13–16. (cancelled)

Claim 17. (previously presented) A remotely accessible data storage system, comprising:

- (a) a web-based database automatically populated with multiple customer data records without express registration action in the web-based database wherein said multiple customer records are transferred from an existing database;
- (b) an account generator provided for creating multiple access accounts for the multiple customer data records;
- (c) a broadcast system provided for distributing the multiple access accounts to the multiple customers without a customer request; and
- (d) an update system provided to enable customer access to the customer data records by use of the access accounts.

Claim 18. (cancelled)

Claim 19. (previously presented) The remotely accessible data storage system of claim 17, wherein the customer data records include marketing profiles.

Claim 20. (currently amended) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access ~~numbers~~ accounts by facsimile.

Claim 21. (currently amended) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access ~~numbers~~ accounts by email.

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Claim 22. (currently amended) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access ~~numbers~~ accounts by ~~the~~ a media selected from voice mail, instant messaging, mail, or by pager.

Claim 23. (currently amended) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access ~~numbers~~ accounts by a combination of fax, email, and voice mail.

Claim 24. (previously presented) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

- (a) transferring multiple customer records comprising contact information of multiple customers from an existing database to the web-based database automatically and without express registration action in the web-based database by the customers;
- (b) populating the web-based database with the records of the multiple customers from the existing database without express registration action in the web-based database;
- (c) creating temporary access accounts for each of the multiple customers without express registration action in the web-based database by the customers;
- (d) broadcasting the temporary access accounts to the multiple customers; and
- (e) enabling remote modification of the customer records by the customers by use of the access account.

Claim 25. (previously presented) The method of claim 24 wherein the contact

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information comprises at least one type of information chosen from the following group: mailing address; phone number; voice mail number; cellular phone number; pager number; beeper number; fax number; and email address

Claim 26. (previously presented) The method of Claim 24 wherein the remote modification is enabled by use of a telephone number.

Claim 27. (previously presented) The method of Claim 24 wherein the modification is a correction.

Claim 28. (previously presented) The method of claim 24 wherein the broadcasting is performed by at least one means chosen from the following group: facsimile; email; telephone; mobile telephone; pager; and standard mail.